

Dr. Mohammed Alzanbagi

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mhzanbagi@icloud.com

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Dear hiring manager,

It is my pleasure to apply to one of the managerial positions in the new entity that will focus on Entrepreneurship in the Kingdom of Saudi Arabia. Preparing future entrepreneurs and establishing entrepreneurial ecosystems where new ventures are created and scaled is a vital part of the Saudi 2030 vision. Being part of this ambitious vision is an honor for every Saudi citizen. This is the main driver for me to apply for a position in the new entity.

As a researcher who has earned his Ph.D. in marketing, the most relevant areas that I am confident that I will be a valuable addition to are the following areas: research (area 5), innovation (area 7) and data analytics and statistics (area 8). The Ph.D. program has provided me with an in-depth conceptual knowledge of contemporary research issues related to marketing, innovation, and new product development. Furthermore, I was prepared to train and guide others to conduct and communicate research that helps decision-makers at all levels.

My research concentrates on the role of B2B salespeople in developing innovative solutions and how this development is affected by Design Thinking. I read many academic and professional papers that are related to designing and developing innovative solutions, value cocreation, Design Thinking and process improvement thinking. Successfully, I developed the research design, collected and analyzed the data of professional American B2B salespeople. Their Design Thinking's mindsets along with the ability of their organizations to apply and facilitate Design Thinking were studied carefully to find out how they are prepared and supported to be innovative in order to come up with solutions that create profits for their organizations. Additionally, I learned and applied different research methodologies to test hypotheses and solve research questions. For example, I am an expert in conducting experiments and correlational studies such as regression analysis and structural equation modeling. These skills put me in an advanced position in terms of research and data analysis skills.

An important objective in my life is to utilize the abovementioned skills in supporting future entrepreneurs. I appreciate considering me for one of the managerial positions in the new entity. This will open the door for me to support my beloved country to reach its goals and aspirations of Saudi Vision 2030 where citizens can fulfill their dreams, hopes, and ambitions to succeed in a thriving economy.

Sincerely,

Dr. Mohammed Alzanbagi

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Education:

Ph.D. in Marketing – Florida International University (August 2021)

Research Interests: Sales management, Innovation, and New Product development

MBA - Radford University (May 2016)

Concentration in Marketing and analytics

B.Sc. in Marketing - King Fahd University of Petroleum and Minerals (February 2011)

Work Experience:

Teaching Assistant at the College of Business - Umm Alqura University (March 2013 – Present)

Graduate Assistant at the Management Department - Radford University (August 2014 – May 2015)

Contributed in research project for the Strategic Management Simulation Pedagogy

Conducted grading and analysis of student exams

Assistant Marketing Analyst - Saudi Industrial Development Fund (July 2012 - February 2013)

Assisted in analyzing marketing feasibility studies

Employed global trade databases for trade analysis

Assistant Marketing Officer - Al Rajhi Bank (September 2011 – June 2012)

Worked with the marketing research department in constructing and analyzing surveys

Helped the marketing communication department to create advertising messages

Managed the internal employees' innovative ideas' database

Researcher - Al-Khobar Nonprofit Office (January 2010 – June 2010)

Conducted research to measure the effectiveness of mall kiosks as a fundraising tool

Contributed in improving the fundraising ads

Volunteer - King Fahd University of Petroleum and Minerals (September 2006 – February 2011)

Assisted new students settle into their new housing

Participated in presenting the Marketing major courses to new students

Ongoing Research

Alzanbagi, Mohammed and Dickson, Peter, “The Role of Salespeople in Co-creating Innovative Solutions with Business Customers: The Importance of Design Thinking”, to be submitted to the *Journal of Personal Selling and Sales Management*.

Dickson, Peter; **Alzanbagi, Mohammed**; Mohammed, Shazad; Serin, Nuket; Sousa, Ellen and Torres, Patricia, “The New Product Co-Development Effort of Salespeople”, submitted to the *Journal of Product Innovation Management*.